

North Dakota

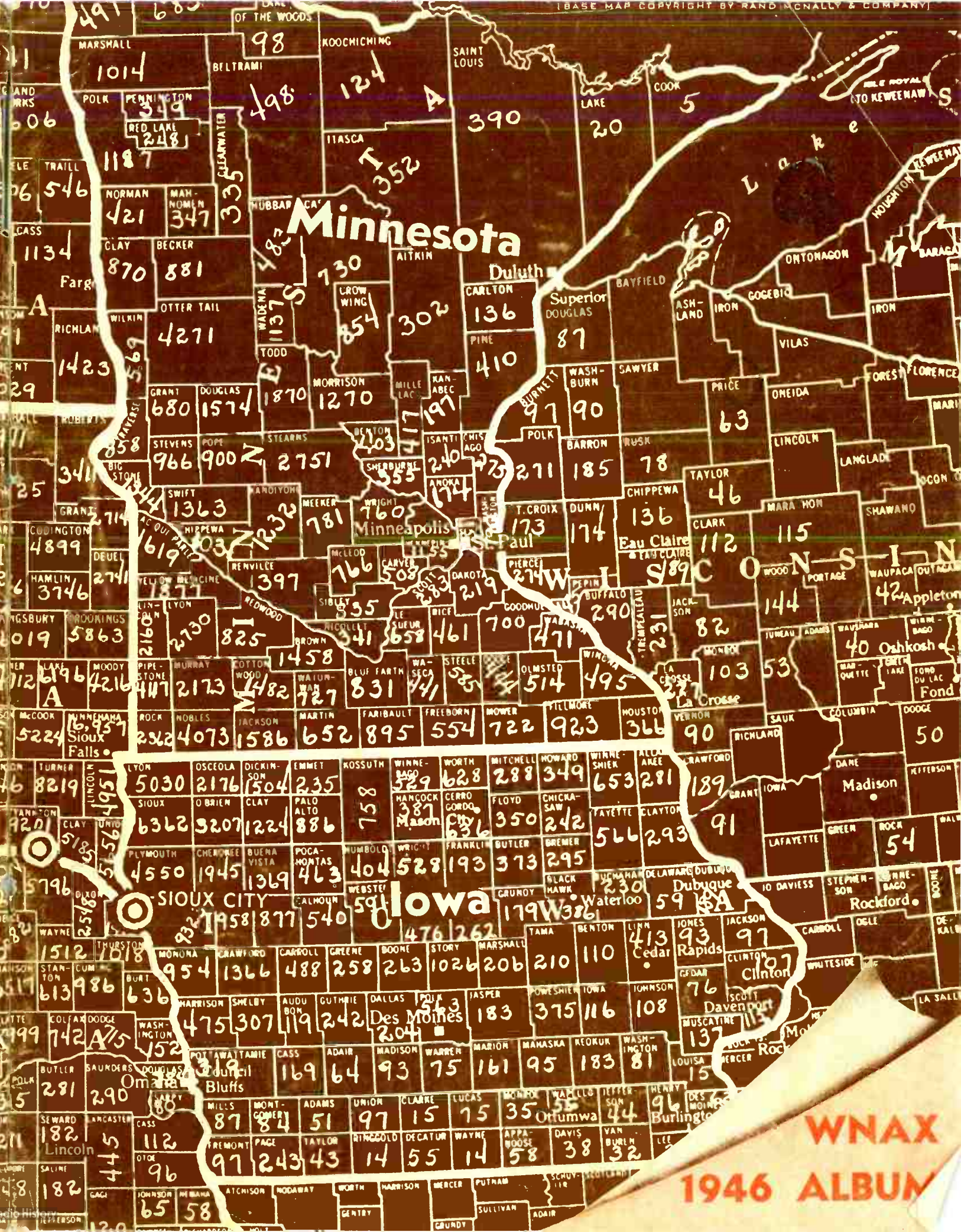
Minnesota

South Dakota

Nebraska

Iowa

WNAX
1946 ALBUM



Minnesota

Iowa

WNAX
1946 ALBUM

FOREWORD

Everybody is interested in his home town or his home county; and so this year we thought we would change the style of the cover on our album and make it a little more personal as far as you are concerned.

You will note that the cover consists of a map of the major portion of the WNAX listening territory and is composed of Minnesota, Iowa, North Dakota, South Dakota, Nebraska, parts of Montana, Wyoming and Wisconsin. The figures inside of each county represent the number of letters which we have received from you and others of our good friends from within this territory in 1945. Over 560,000 of them! They were kind, friendly letters, and we thoroughly enjoyed getting them, because in that way we feel that we get to know you better.

No matter how many letters we receive, whether it is five, five hundred thousand, or five million, every letter that you write will get the close personal attention of someone on our staff.

WNAX Was There



▲ "Part of the Great American Combine Fleet" on the Fred Voeller farm twenty miles north of Aberdeen, South Dakota.



▲ Commodore J. W. Boundy, USN, was made Honorary Commodore of the "Great American Combine Fleet" August 31, 1946. Pictured above: Fred Voeller, farmer; U. S. Senator Chan Gurney; Commodore J. W. Boundy, USN.

▼ Ground breaking ceremonies at the Fort Randall Dam Site. Pictured below is Lieutenant Colonel Delbert B. Freeman, United States Army Engineers.



▲ Lieutenant General J. Lawton "Fighting Joe" Collins, speaks to the crowd Midwest Farmer Days 1946.

▼ Cliff Todd, Chief Engineer and Chris Mack, Farm Service Director WNAX during the Fort Randall Dam Ceremonies.



At Midwest Special Events



Governor M. Q. Sharpe, South Dakota, sells a bull at auction during the Hospital Benefit Banquet at Burke, South Dakota. Also shown in the picture are: Governor Robert S. Kerr of Oklahoma; Governor Dwight Griswold of Nebraska.



Art Smith interviews Miss Maria Osmena, daughter of the President of the Phillipines during the Inquiring Mike program, Sioux City.



Gayle Jean Hofstad "Sioux City Sue" broadcast over WNAX.



Cliff Todd, Chief Engineer, Art Smith, WNAX during the Pheasant Pheastival, Huron, South Dakota.



Gene Loffler, Program Director WNAX, doing his impersonation of Tom Breneman, "Breakfast in Hollywood."

WNA^X Farm Service Department



Chris Mack leads discussion on ABC "The American Farmer" during National Farm Institute, Des Moines, Ia. L to R: Chris Mack; Dean A. M. Eberle, South Dakota State College; Ed O'Neal, President, American Farm

Bureau Federation; Jim Patton, President, National Farmers' Union; Howard Chase, Director, General Foods Corp.; Charles Ross, Director, International Relations for CIO.



← Chris Mack
Farm Service Director

➔ Geo. B. flies with baby
poult from Worthington, Minn.



← Chris Mack, Bob White, ABC Agriculture Director, and Geo. B. on ABC program originating in Yankton.

➔ Geo. B. German
Inquiring Farm Reporter



Weather, Markets For WNAX Listening Audience



L to R: Don Cunningham, Hart Jorgenson, Harry Aspleaf. Each weekday Monday through Friday at 12:15 p.m. these three market experts bring WNAX listeners the Midwest's most popular livestock market reports.



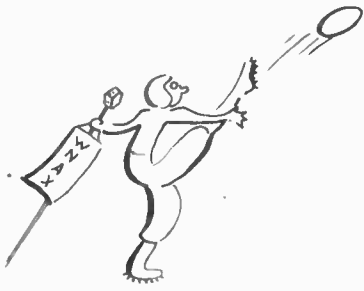
September 11, 1945 was WNAX Day at the Sioux City Stockyards. The entire Dinner Bell Round-up program originated from the steps in front of the Exchange Building.

WNAX weather service each Monday through Friday at 11:40 a.m. and each Saturday and Sunday at 11:25 a.m. is broadcast direct from the United States Weather Bureau at the airport in Sioux City.



The Voice of WNAK

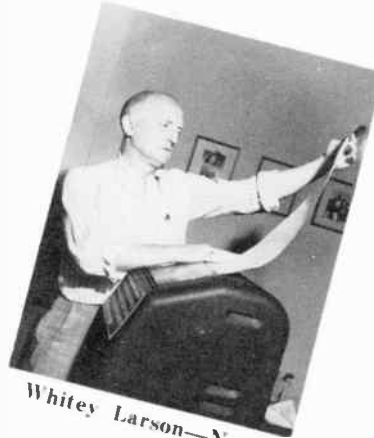
NEWS and SPORTS



Art Smith—News



Jim Corbett—News



Whitey Larson—News



Don O'Brien—Sportscaster



Mal Murray

STAFF ANNOUNCERS



Fred Greenlee



Pete Peterson



Al Constant



Jolly Joe Martin

From Dawn 'Til Midnight



WNAX Sunday Get Together



Ben and Jessie Mae Norman



Al's Rhythm Rangers

These Friends You Know

Present Your Favorite Programs



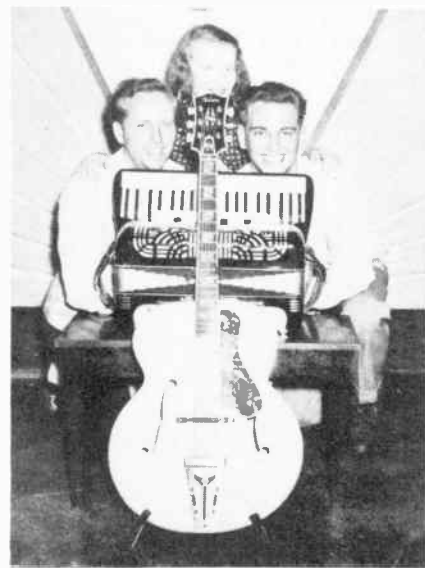
WNAX Bohemian Band



Billy Dean



Happy Jack O'Malley



Pick, Push and Bonnie



The McLaughlin Twins



WNAX Flying X Ranch Barn Dance

On Your Dial — Five-Seven-0



The Stumpus Boys →

↓ Bonnie Kever



Hello There — Good Friends



Your Neighbor Lady helps serve during her annual picnic party in Sioux City, July 15

Wynn Hubler Speece "Your Neighbor Lady"



The WNAX scholarship winners were guests of Your Neighbor Lady, on her Fifth Anniversary party in Yankton, July 16.

➔ L. to R: Irene Meyer, Peterson, Iowa (Iowa State College); Margaret Barks, Orange City, Iowa (Morningside College).



➔ L. to R: Josephine Trygstad, Brookings, South Dakota (South Dakota State College); Janice Bergson, Lake Park, Minnesota (North Dakota Agriculture College).



➔ L. to R: Beth Sly, Platte, South Dakota (Yankton College); Beth Noerenberg, Ithaca, Nebraska (University of Nebraska); Helen Edith Johnson, St. Paul, Minnesota (University of Minnesota).

➔ Five years a listener to Your Neighbor Lady.



Favorite Stars Heard on WMAX



BILL SLATER
"Right Down Your Alley"



ORVAL ANDERSON
"Darts for Dough"



DAVID HARDING
"Counterspy"



Louise Carlyle and Phil Hanna
"Sunday Evening Party"



DREW PEARSON
"Drew Pearson News"



BING CROSBY
Wednesday is Bing's Day—heard on WMAX at 9 p.m.



JIMMY FIDLER



WALTER WINCHELL



MARY SULLIVAN
"Policewoman"



LOUELLA PARSONS
"The New Louella Parsons Show"



SAMUEL B. PETTENGILL
"The Gentleman from Indiana"



SAMMY KAYE
"Sammy Kaye's Serenade"



GEORGE HICKS
"Theater Guild of the Air"

Favorite Stars Heard on WMAX



FRANK LOVEJOY
"My True Story"



TOM BRENEMAN
"Breakfast in Hollywood"



TED MALONE



MARGERY MAYER
"Hymns of All Churches"



RUTH WAYNE and SANTOS ORTEGA
"Big Sister"



KENNY BAKER
"Glamour Manor"



GEORGE BEVERLY SHEA
"Club Time—For Thy Good Cheer"



DON McNEIL
"Breakfast Club"



ALAN BUNCE
"Young Dr. Malone"



JACK SMART
"The Fat Man"



BILL CORUM
"Gillette Fights"

Favorite Stars Heard on WNAZ



JOHNNY OLSEN
"Ladies Be Seated"



STANLEY DIXON



THE LONE RANGER



JUDY
"Judy and Jane"



CHET LAUCK and NORRIS GOFF
"Lum 'n Abner"



JANE
"Judy and Jane"



MA PERKINS



ETHEL OWEN
"Show Boat"



TERRY AND THE PIRATES



JOHN NELSON
"Bride and Groom"



CHARLES FLYNN
"Jack Armstrong"

Favorite Stars Heard on WNAJ



JOHN HIGHTOWER
"Fishing and Hunting Club of the Air"



SKIPPY
HOLLYWOOD THEATER



LESLEY WOODS
"Boston Blackie"



BOB HAAG and OLYN LANDICK
"The Sheriff"



BERT PARKS
"Break the Bank"



DON DUNPHY
"Gillette Fights"



LEWIS J. VALENTINE
"Gangbusters"



JERRY DEVINE
"This Is Your FBI"

WNAJ Daily Program Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30 A.M.		Good Morning	Good Morning	Good Morning	Good Morning	Good Morning	Good Morning
5:45 A.M.		" "	" "	" "	" "	" "	" "
6:00 A.M.		Bobby Dick	Bobby Dick	Bobby Dick	Bobby Dick	Bobby Dick	Bobby Dick
6:15 A.M.		" "	" "	" "	" "	" "	" "
6:30 A.M.		Farm Journal	Farm Journal	Farm Journal	Farm Journal	Farm Journal	Round-Up Time
6:45 A.M.		Let's Go Visiting	Happy Jack	Happy Jack	Happy Jack	Let's Go Visiting	Smilin' Ed McConnel
7:00 A.M.	Back to the Bible	Early Bird	Nutrena Early Birds	Early Bird	Nutrena Early Birds	Early Bird	Nutrena Early Birds
7:10 A.M.	" "	Markets	Markets	Markets	Markets	Markets	Markets
7:15 A.M.	" "	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
7:30 A.M.	Gospel Fellowship Hr.	McLaughlin Twins	McLaughlin Twins	McLaughlin Twins	McLaughlin Twins	McLaughlin Twins	Sweetheart Mary
7:45 A.M.	" "	Tune Crackers	Tune Crackers	Tune Crackers	Tune Crackers	Tune Crackers	Smilin' Ed McConnel
8:00 A.M.	" "	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Heart of Gold'n W't
8:15 A.M.	" "	" "	" "	" "	" "	" "	" "
8:30 A.M.	World Passes By	" "	" "	" "	" "	" "	Billy Dean Show
8:45 A.M.	" "	" "	" "	" "	" "	" "	" "
9:00 A.M.	This Is Life	My True Story	My True Story	My True Story	My True Story	My True Story	Your Neigh'r Lady
9:15 A.M.	" "	" "	" "	" "	" "	" "	" "
9:30 A.M.	Christian Science	Hymns of Churches	Hymns of Churches	Hymns of Churches	Hymns of Churches	Hymns of Churches	" "
9:45 A.M.	" "	Club Time	Listening Post	Listening Post	Listening Post	Listening Post	" "
10:00 A.M.	Radio Bible Class	Break't in Hollyw'd	Breakfast Club	Break't in Hollyw'd	Break't in Hollyw'd	Break't in Hollyw'd	Country Girls
10:15 A.M.	" "	" "	" "	" "	" "	" "	Lady of the House
10:30 A.M.	Lutheran Hour	NEWS	NEWS	NEWS	NEWS	NEWS	Piano Playhouse
10:45 A.M.	" "	Ted Malone	William Lang	Ted Malone	William Lang	Ted Malone	NEWS
11:00 A.M.	Christian Crusaders	Glamour Manor	Glamour Manor	Glamour Manor	Glamour Manor	Glamour Manor	Happy Jack
11:15 A.M.	" "	" "	" "	" "	" "	" "	" "
11:30 A.M.	" "	5 State 5 Star R'dup	5 State 5 Star R'dup	5 State 5 Star R'dup	5 State 5 Star R'dup	5 State 5 Star R'dup	The Am. Farmer
11:45 A.M.	News and Weather	" "	" "	" "	" "	" "	" "
12:00 Noon	Noon Church Serv.	Dinner Bell R'dup	Dinner Bell R'dup	Dinner Bell R'dup	Dinner Bell R'dup	Dinner Bell R'dup	Dinner Bell R'dup
12:15 P.M.	" "	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Stories About Corn
12:30 P.M.	Sunday Callers	NEWS	NEWS	NEWS	NEWS	NEWS	Markets-News
12:45 P.M.	NEWS	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r
1:00 P.M.	Sunday Get Together	Dr. Malone	Dr. Malone	Dr. Malone	Dr. Malone	Dr. Malone	Metropolitan Opera
1:15 P.M.	" "	Big Sister	Big Sister	Big Sister	Big Sister	Big Sister	" "
1:30 P.M.	" "	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	" "
1:45 P.M.	" "	Judy & Jane	Judy & Jane	Judy & Jane	Judy & Jane	Judy & Jane	" "
2:00 P.M.	" "	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	" "
2:15 P.M.	" "	Perry Mason	Perry Mason	Perry Mason	Perry Mason	Perry Mason	" "
2:30 P.M.	Sammy Kaye	Bride & Groom	Bride & Groom	Bride & Groom	Bride & Groom	Bride & Groom	" "
2:45 P.M.	" "	" "	" "	" "	" "	" "	" "
3:00 P.M.	Leo Durocher	Billy Dean	Billy Dean	Billy Dean	Billy Dean	Billy Dean	" "
3:15 P.M.	Sam Pettingill	Ben & Jessie Mae	Ben & Jessie Mae	Ben & Jessie Mae	Ben & Jessie Mae	Ben & Jessie Mae	" "
3:30 P.M.	Green Hornet	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	" "
3:45 P.M.	" "	" "	" "	" "	" "	" "	" "
4:00 P.M.	Darts for Dough	Afternoon Recess	Afternoon Recess	Afternoon Recess	Afternoon Recess	Afternoon Recess	" "
4:15 P.M.	" "	" "	" "	" "	" "	" "	" "
4:30 P.M.	Counterspy	Crosby Time	Crosby Time	Crosby Time	Crosby Time	Crosby Time	" "
4:45 P.M.	" "	Stanley Dixon	Stanley Dixon	Stanley Dixon	Stanley Dixon	Stanley Dixon	4-H Roundup
5:00 P.M.	Sunday Ev'g Party	Terry & the Pirates	Terry & the Pirates	Terry & the Pirates	Terry & the Pirates	Terry & the Pirates	Saturday Matinee
5:15 P.M.	" "	Sky King	Sky King	Sky King	Sky King	Sky King	" "
5:30 P.M.	House of Mystery	Jack Armstrong	Jack Armstrong	Jack Armstrong	Jack Armstrong	Jack Armstrong	" "
5:45 P.M.	" "	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	" "
6:00 P.M.	Drew Pearson	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
6:15 P.M.	Mon.Morn.Headlines	Bohemian Band	Bohemian Band	Bohemian Band	Bohemian Band	Bohemian Band	Mack Farm Chat
6:30 P.M.	Juvenile Jury	Lone Ranger	Hollywood Theater	Lone Ranger	" "	Lone Ranger	Corn Palace Speaks
6:45 P.M.	" "	" "	" "	" "	" "	" "	" "
7:00 P.M.	Paul Whiteman Hr.	Lum & Abner	Lum & Abner	Lum & Abner	Lum & Abner	Burl Ives	Save Our Soil
7:15 P.M.	" "	Earl Godwin	Happy Jack	LaGuardia	Christian Science	Here's To Veterans	" "
7:30 P.M.	The Clock	Fat Man	Michael Shane	Fishing & Hunting	Am. Town Meet'g	Your FBI	I Deal In Crime
7:45 P.M.	" "	" "	" "	" "	" "	" "	" "
8:00 P.M.	Walter Winchell	Dark Venture	Farm Forum	Ann Scotland	" "	Break The Bank	Gangbusters
8:15 P.M.	Luella Parsons	" "	" "	" "	" "	" "	" "
8:30 P.M.	Jimmy Fiddler	Boston Blackie	Minstrels	Pot of Gold	Junior Forum	The Sheriff	Sherlock Holmes
8:45 P.M.	Policewoman	" "	" "	" "	" "	" "	" "
9:00 P.M.	Theater Guild of Air	Drs. Talk It Over	Willie Pieper	Bino Crosby	Sammy Kaye	Boxing Matches	Flying X B'n Dance
9:15 P.M.	" "	A. A. Series	" "	" "	" "	" "	" "
9:30 P.M.	" "	Rumpus Room	Hoosier Hop	Henry Morgan	I Was A Convict	" "	" "
9:45 P.M.	" "	" "	" "	" "	" "	" "	" "
10:00 P.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
10:15 P.M.	Old Fash'd Revival	O'Briens Sport Page	O'Briens Sport Page	O'Briens Sport Page	O'Briens Sport Page	O'Briens Sport Page	O'Briens Sport Page
10:30 P.M.	" "	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Leave It To Girls
10:45 P.M.	" "	Smile Time	Smile Time	Smile Time	Smile Time	Smile Time	" "
11:00 P.M.	" "	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
11:05 P.M.	" "	Dance Orchestra	Dance Orchestra	Dance Orchestra	Dance Orchestra	Dance Orchestra	Dance Orchestra
11:15 P.M.	Rev. Mars	" "	" "	" "	" "	" "	" "
11:30 P.M.	Dance Orchestra	" "	" "	" "	" "	" "	" "
11:55 P.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

